

MODEL
660

Varityper[®]

OFFICE
COMPOSING
MACHINE



3865 R 5 mg.	bottle of 100	2.77		1.70
3866 R	bottle of 250	6.42		3.95
	carton of 12 x 250 per 250			3.76
	shipper of 48 x 250 per 250			3.48

Today
you
'JET'
there
faster

ALMOST as startling as the first concept that the world was round is the fact that you can actually purchase a ticket which will take you from your local airport clear around the world with stops at the most interesting and historic places, returning to your original point of embarkation, in ten days! This is certainly a wonderful opportunity to broaden your cultural knowledge without unduly great absence from your work or job. However, we must also consider that fact's significance in world politics and business. It means face-to-face meetings to accomplish those results which courier or mail could never possibly do. Your travel agent is actually your travel council. He plans and advises. He is not simply a ticket seller but, rather, an architect of TIME... because travel IS time which, frequently, is your most severely budgeted luxury. See your travel agent when the thought or need, or even the *dream* of travel arises. He will look after your needs and speed your dreams.



*Record of invoices dated during offer

FORMS • PRICE LISTS • PARTS LISTS • CATALOGS • BULLETINS
ADVERTISING LITERATURE • BROCHURES • STATISTICAL MATTER
CHARTS • REPORTS • MANUALS • SPECIFICATIONS • HOUSE ORGANS
PERIODICALS • NEWSPAPERS • TEXT BOOKS • FINANCIAL REPORTS

FOR EVERY DUPLICATING AND PRINTING NEED

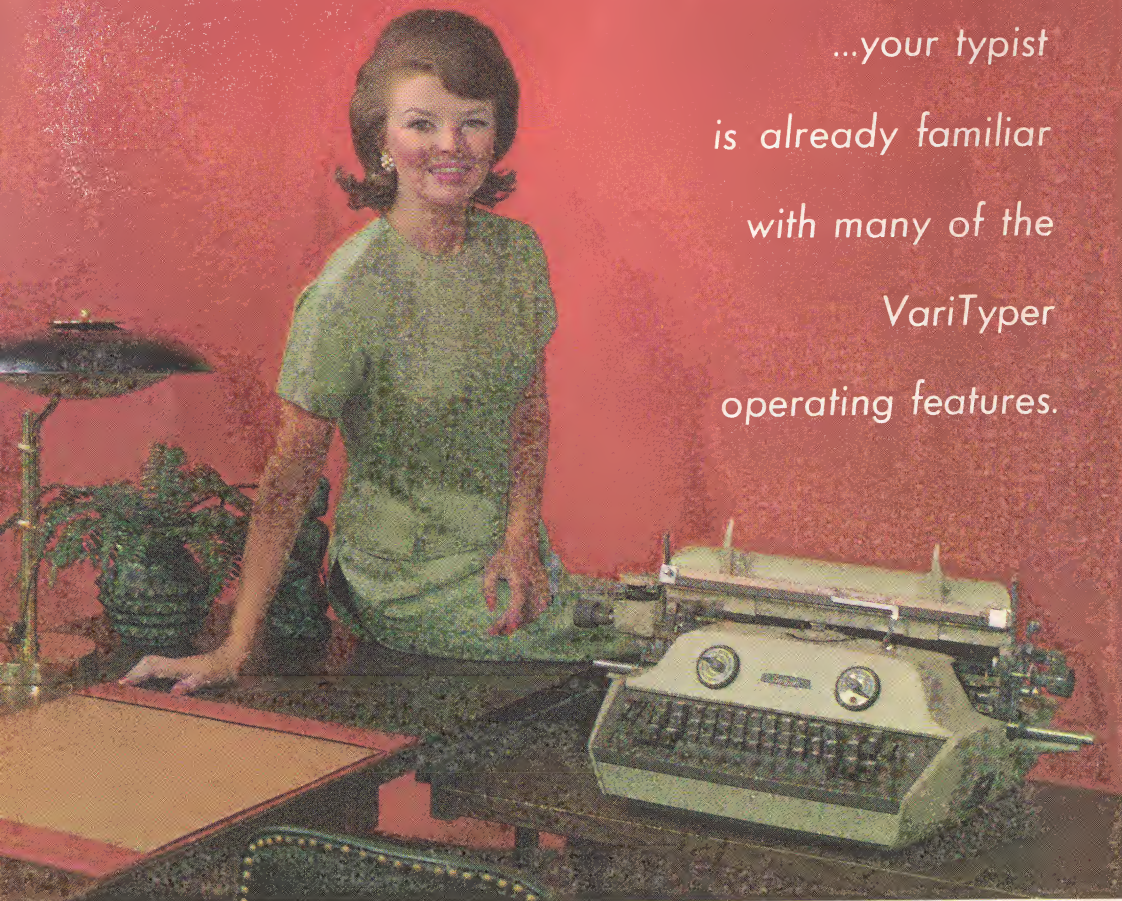
Whatever method of reproduction is specified – offset, letterpress, mimeo or spirit duplicating – a VariTyper machine will provide the typography for it – attractively professional in appearance – produced immediately when needed. The VariTyper method, though entirely an office operation, produces type composition that meets the exacting standards of professionally produced typography.

• *This entire brochure is an example of the kind of work you can produce in your own office, with office help, on VariTyper equipment. The text was composed on the VariTyper Model 660, and the Headlines were composed on the VariTyper Model 840 Photo-Composing Machine.*

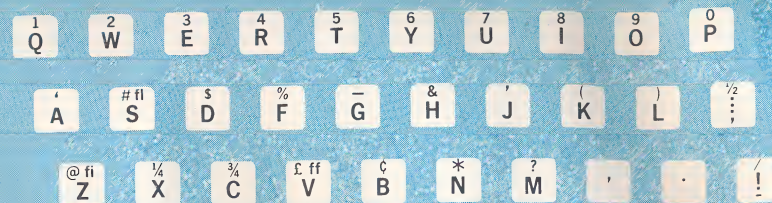


SIMPLICITY

*...your typist
is already familiar
with many of the
VariTyper
operating features.*



• The period of familiarization with the VariTyper machine is substantially reduced for the new operator because so many VariTyper operating features are similar to those of the ordinary typewriter.



STANDARD KEYBOARD

The simplicity of VariTyper operation begins with the keyboard. It is the same keyboard as that of the typewriter, but arranged in only three banks of keys instead of four.

AUTOMATICALLY JUSTIFIED MARGINS

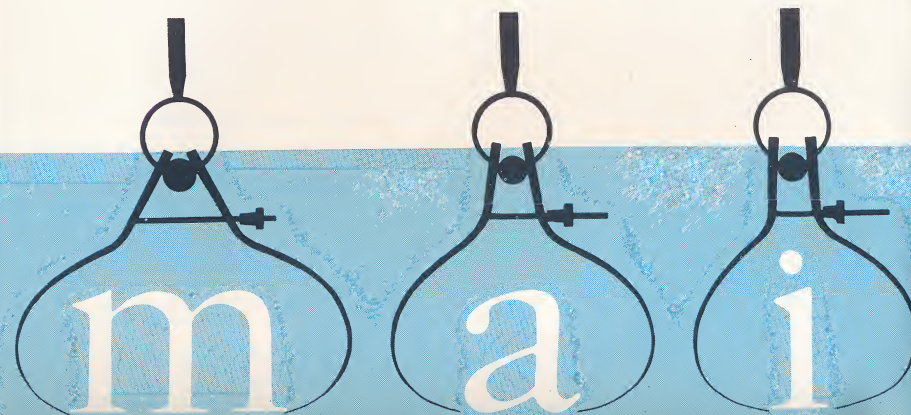
The even margins in these columns of type are achieved automatically on the VariTyper machine. The operator merely sets the margin stops for the desired length of line and the automatic controls do the rest.

VARIABLE LINE SPACING

Line spacing can be varied within a wide range of pre-calibrated selections from $\frac{1}{2}$ point to 18 points with the precision of professional typography. The operator simply selects the desired spacing and the line advance lever inserts the spacing between lines automatically.

DIFFERENTIAL LETTER SPACING

The VariTyper machine automatically spaces out each character to its proper design width. Thus, wider characters like "M" and "W" occupy wider spacing than the narrower characters like the "I" and "j". The result is the pleasingly professional appearance of the typography you see here – typography which can scarcely be differentiated from professional typesetting.



PURCHASE ORDER FORM			
QTY.	TYPE		DESCRIPTION
	GRADE	QTY.	

BRANCH MANAGER'S APPROVAL	NAME
	BRANCH

(Do Not Detach This Form)

PRICE		STOCK NO.

FORMS, of even a highly complex nature can be ruled and type composed in the very same operation. Any style of line or leader can be ruled, automatically, in the VariType machine with precision beyond the capabilities of even the skilled draftsman. The operator merely inserts the Type Font bearing the desired type style and ruling or leader segment, and depresses the 'rule' button. The rest is automatic. A micro-sharp line or leader will appear on the page to the exact length desired. The text is then 'typed' in as the ruling progresses. A VariType composed form is accurate, highly legible, and attractively professional-looking — produced in a fraction of the cost of conventional methods.



Instantly Changeable Type Faces...

INCLUDING MANY OF THE WORLD'S DIFFERENT LANGUAGES

12 pt. Alexandria Medium (880-12A)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz abcdefghijk

10 pt. Alexandria Light (650-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & AB
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

10 pt. Bell Gothic Light (FL950-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & AB
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

10 pt. Bell Gothic Bold (FL980-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

10 pt. Gothic Bold Condensed (FL970-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

10 pt. Bodoni Book (600-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

10 pt. Bodoni Bold (780-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

10 pt. Bookman (630-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

10 pt. Cartoon Type (940-10A)

ABCDEFGHIJKLMNOPQRSTUVWXYZ A
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHI

10 pt. Caslon (830-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

8 pt. Caslon Bold (890-8C)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABCDEF
abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqr

13 pt. Copperplate Gothic Caps & Small Caps (2000-13A)

ABCDEFGHIJKLMNOPQRSTUVWXYZ &
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGH

12 pt. Copperplate Gothic Bold (810-12A)

ABCDEFGHIJKLMNOPQRSTUVWXYZ &
\$ † ‡ () [] @ □ ♦ ● ▲ ■ ★ ♣ ^ ° ' +

12 pt. Cramer Italic (795-12A)

ABCDEFGHIJKLMNOPQRSTUVWXYZ &
abcdefghijklmnopqrstuvwxyz abcdefghijk

10 pt. Exeter (1010-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & AB
abcdefghijklmnopqrstuvwxyz

10 pt. Garamond Light (620-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & AB
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

10 pt. Garamond Bold (680-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & AB
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

10 pt. Greek (920-10B)

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ ΑΒΓΔΕΖ
αβγδεζηθικλμνξοπρστυφχψω αβγδεζηθικλμνξο

12 pt. Monastery (840-12B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & AB
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

10 pt. Mathematical Type (710-10B)

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩΩΩΝ ΑΒΓΔΕ
αβγδεζηθικλμνξοπρστυφχψωωω αβγδεζηθικλμνξ

10 pt. Modern Bold (820-10A)

ABCDEFGHIJKLMNOPQRSTUVWXYZ &
abcdefghijklmnopqrstuvwxyz abcdefghijkl

8 pt. Modern Roman (770-8B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

13 pt. News Gothic Condensed (690-13A)

ABCDEFGHIJKLMNOPQRSTUVWXYZ &
abcdefghijklmnopqrstuvwxyz abcdefghijkl

9 pt. News Bold (640-9B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

10 pt. Palm Beach (700-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

10 pt. Sans Serif Light (870-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

10 pt. Sans Serif Medium (660-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

10 pt. Sans Serif Bold (670-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

10 pt. Schoolbook (1000-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

12 pt. VariTyper Script (910-12B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & AB
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

7½ pt. Tribune News (610-7½C)

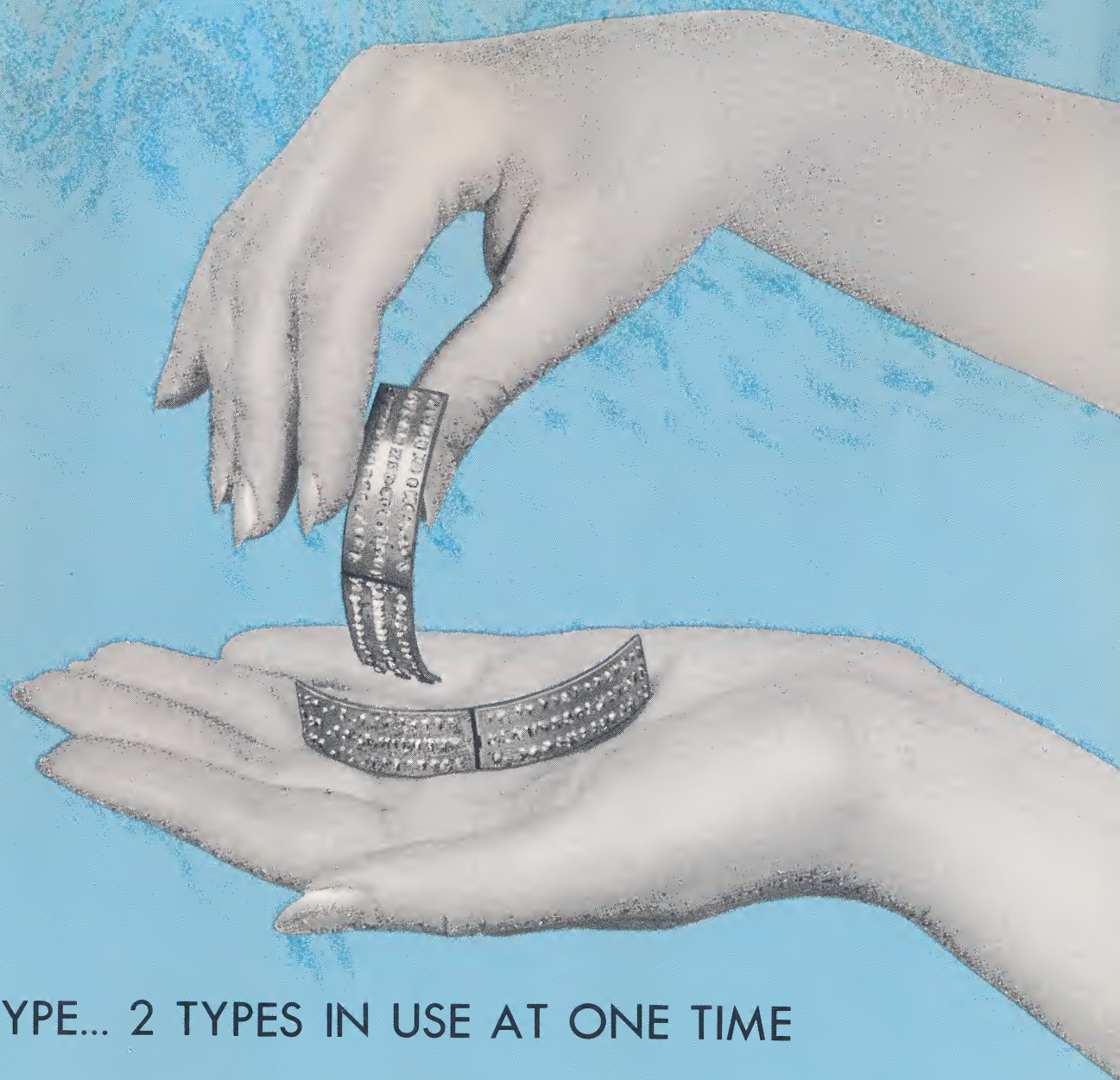
ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABCDE
abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqr

These are only a few of the many type faces available. Most VariTyper Type Faces are available in sizes from 6 to 12 point, and in italics as well as the faces shown. Many styles are also available in condensed versions. For complete showings of VariTyper Type Faces, refer to the VariTyper booklet "Type Faces for Differential Spacing Models".

...in Hundreds of Styles and Sizes



It takes less than a second to change Type Fonts in the VariType machine. Two Fonts are in use at one time so that matching italics, bold faces, or special symbols can be inserted in the copy as the "typing" operation progresses. Additional Type Fonts are inserted in the machine in a second or two. The instantly changeable-type feature of the VariType machine is coupled with instantly variable spacing to match the individual size and style needs of the Font selected.



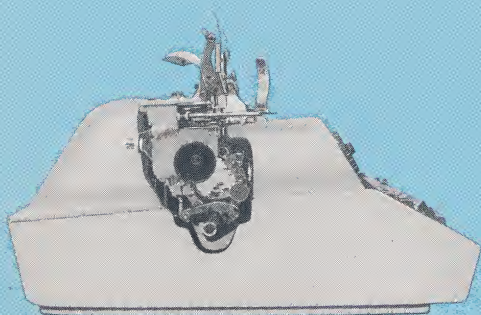
2 SECONDS TO CHANGE TYPE... 2 TYPES IN USE AT ONE TIME

VariTyper[®]

OFFICE COMPOSING MACHINE

model 660

● The impressive typographic capability of the VariTyper Model 660 is in startling contrast to its typewriter-like appearance and simple typewriter-like operation. This unique feature permits the VariTyper machine to be operated in the office... by office help. This provides the obvious advantage of genuine in-plant security for information of a classified or restricted nature, and makes it possible for office help to produce fine typography at far less cost than conventional methods. The VariTyper Model 660 is styled to blend harmoniously with the most contemporary office decor, and is dimensioned to fit on any office desk (12" high, 18" deep, 27" wide). The one-time carbon ribbon is automatically rewound within the machine for clean and convenient disposal. The VariTyper Office Composing Machine makes the hitherto highly skilled and costly process of type composition a routine office assignment.





'FAMILY' PORTRAIT



This is the 'family' of VariTyper Composing Machines — offering a model and a method for practically every typographic need in Business and Industry.

1 The VariTyper Model 660, described in this booklet, is only one of the many type composing models produced to meet the general or specialized typographic needs of business and industry. Other VariTyper models are as follows:

- 2** Model 110F VariTyper machine for forms, reports, statistical work...general internal composition.
- 3** Model 230F VariTyper machine with automatic justification...for text composition and general composition requirements.
- 4** Model 330 Branding machine for branding circuit identifications on vinyl wire covering for electrical systems.
- 5** Model 880 Photo-Composing machine for composing display type up to 72 points in size on 8½" wide rolls of film or paper.
- 6** Model 800 Headliner Photo-Composing machine composes display type in continuous lines on 35mm film or paper.
- 7** Model 840 Headliner Photo-Composing machine for display composition in single or multiple lines on 35mm film or paper.
- 8** Model 350 Engineering Lettering machine for lettering bills of materials, notes, etc., on engineering drawings.
- 9** Model 900F Line Composer Machine composes copy on cards for listing production on the VariTyper FotoList Camera.
- 10** Model 970 FotoList Sequential Card Camera photographs copy on FotoList cards to produce negatives of listing copy for directories, parts lists, price lists, etc.
- 11** Model 90 FotoList Sequential Card Camera for in-plant production of lists from FotoList cards. Compact to fit office surroundings.



The Organization Behind Your *Varityper* Machine...

A WORLD-WIDE SYSTEM OF SERVICE BY FACTORY TRAINED TECHNICIANS

The VARITYPER Corporation introduced the world's first office type composing machine. Its world-wide fame as the 'pioneer of Cold Type' has long since been capped with acknowledged leadership in this important phase of the Graphic Arts. VARITYPER equipment, today, produces a staggering bulk of the world's reading matter---in almost every country of the world---in as many different languages. The U.S. Government, in both its civilian and military operations, has made the VARITYPER method an integral part of its communications program.

VARITYPER service is as near as your telephone. Factory trained service technicians assure uninterrupted performance wherever you are located. Your operators are trained by instructors especially qualified in modern teaching techniques, giving your personnel a valuable understanding of typographic techniques as well as operating fundamentals.

Your VARITYPER machine will permit you to reap the benefits of this important development in the art of producing the printed word with unmatched speed and at the lowest cost.

*Branch Offices in all principal cities.....
coast-to-coast in the United States and Canada.
Sales and service offices are located throughout
the world.*

Varityper Corporation

A SUBSIDIARY OF



ADDRESSOGRAPH — MULTIGRAPH CORPORATION

Varityper Corporation 720 Frelinghuysen Avenue / Newark 14, New Jersey



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